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City Employees Have Enrolled Many Thousand Members.

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Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats.

It is very seldom that a publication convicts itself of voluntary fraud, but "Comfort," a national magazine, with a circulation of 2,000,000 copies, writes in its issue of June 10, 1916:

"U. S. stamps of current issue is so small that unless you supply them by the million there is nothing in it, and very little even in such large lots.

While it may be drawing the line too finely, I believe that the magazine that introduces its readers to fraudulent advertisements is no better than the man who introduces his friend to a gentleman who markets gold bricks.

Naturally, there would not often be occasion for complaint against a concern which offers its goods on the basis adopted by the American Ribbon and Carbon Company, of Rochester, N. Y. "Our Policy," they head their announcement.

"A business transaction is not definitely settled until both parties are satisfied. Should you receive any merchandise from us that is not to your entire satisfaction, kindly notify us at once and give us the privilege of rectifying any error."

"Corker," Mr. Fruton, is an appropriate characterization.

Last Saturday afternoon, on our way home through Nassau street, my friend persuaded me to step into a cigar store of Jonas Brothers, to buy a pack of Murads, as he wished me to try in place of the quarter to which both he and I have been in the habit of using. The plan appealed to me on account of the ads I have seen lately advising the same.

"We stepped into the store and my friend ordered two large sized packages of Murads. It took a dollar bill from my wallet, which I handed to the salesman when he gave my friend the two boxes. Just at this moment we noticed that he had given us but one box of matches. I asked him for another. Much to my surprise, this was met with the remark: 'One set of matches, that's all. In a spirit of jollity I remarked, 'Returning one box to him, I then went through the operation of purchasing same again. He still persisted in refusing to give me another set of matches, so I went away with a grudge. I returned to my store and found that the salesman had given me a new slogan in store—'the delectable personum' of the Man Who Sells. You too, perhaps, remember the barbarian days when Most Anybody could buy Most Anything without carrying a writ of Mandamus with him.